WebbMason Reduces Package Assembly and Fulfillment Costs, Eliminates Spoilage Due to Outdated Documents, and Improves Profitability with Thomas Printworks

The Client

Every day, more than 500 companies & organizations rely on WebbMason to execute their marketing strategies. Their growth is based on these long term customer relationships and the customers who, over their 26 years in business, continue to ask them to extend their relationships to tackle more of their marketing challenges. Everything they do works to achieve a better business outcome for their customers. They use every marketing tool.

Today they are a full-service marketing provider with 21 offices and over 300 employees. They are fully independent and are accountable only to their customers.

The Challenge

WebbMason knew they had some challenges when it came to producing and delivering thousands of document packages daily to accommodate the precise production schedule of a major HVAC manufacturer.

For many years, Thomas Printworks had printed a variety of technical product documents and guides for Trane, a major manufacturing customer of WebbMason. The various documents included user guides, warranty cards, parts manuals, electrical diagrams, energy guide labels, installer guides and many more.

Once delivered to the WebbMason warehouse, the documents were inventoried, then combined manually by WebbMason employees into hundreds of different combinations corresponding to the numerous different customer products. Finally, the packages had to be shipped from Houston to Tyler, Texas under tight delivery deadlines which if not met, caused penalty charges to WebbMason.

The process required a great deal of costly labor and warehouse space to store and assemble the kits and, often resulted

in wasteful spoilage cost as product specs had to be revised. The process was tedious and costly.

The Solution

Sales Manager Larry Vaughn approached WebbMason with a new integrated solution. "WebbMason has a credo to achieve a better outcome", said Vaughn, "and as a business partner, I felt an obligation to bring them a better solution to serve their customer."

Thomas Printworks delivered the solution by:

- Virtually eliminating spoilage due to outdated documents

- Reducing package assembly and fulfillment costs

- Eliminating warehouse space in two locations

- Allowing Trane to make more frequent, necessary literature changes due to the knowledge that there will be no obsolescence cost

- Delivering timely, consistent performance which improved profitability and allowed WebbMason to renew its contract with Trane several times

The Results

Thanks to Thomas Printworks' solution, WebbMason now has an easy way to effectively produce, deliver, and warehouse thousands of document packages for major clients. Thomas Printworks developed this one-stop solution by integrating its print-on-demand technology with kitting and fulfillment services. A major part of the Thomas Printworks solution was software which integrated with that of WebbMason and Trane, enabling the receipt of daily orders, auto processing of the correct SKUs within each kit and generation of a barcode that closes the loop at the customer's receiving area. Thanks to the Thomas Printworks solution, WebbMason can rest easy knowing production, delivery, warehousing, and inventory needs are taken care of.
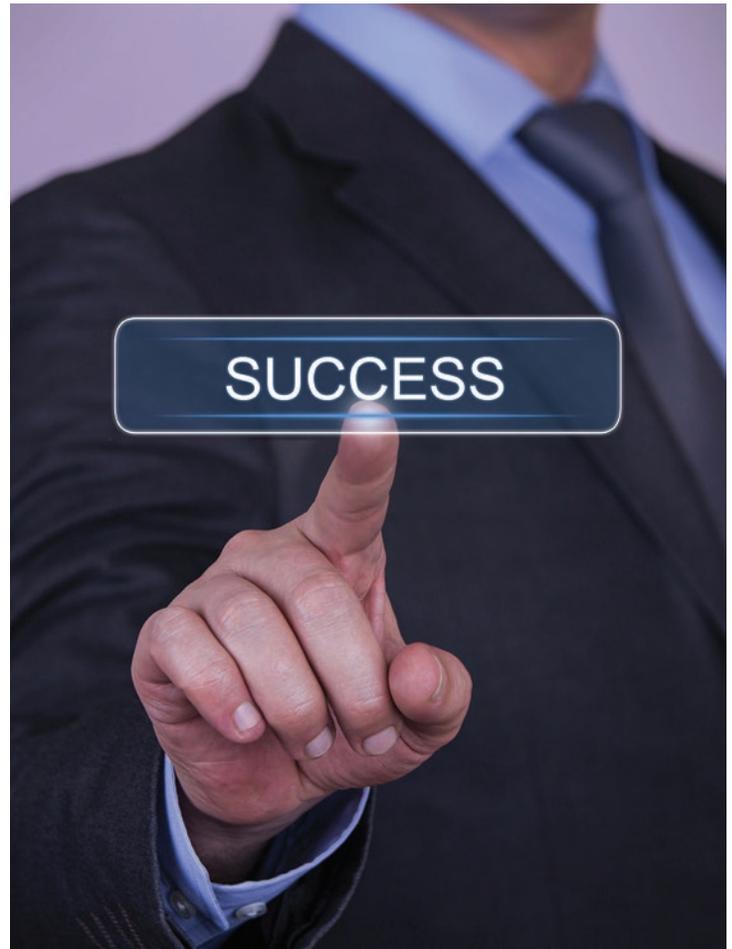
"Assembling the print pieces into the correct packages and getting them to our customer's manufacturing facility on a timely basis used to be a very stressful and costly process", says Kevin Brennan, WebbMason VP-Sales. "Today, the process is easy and seamless. We place the orders online, up to 5,000 packages daily, and have complete confidence they will be kitted accurately and arrive on time where they need to be. We don't touch anything. [Thomas Printworks] is exceptionally dependable. By streamlining this process, we have reduced both costs and stress. More important, we have a very satisfied customer."

– Kevin Brennan, WebbMason VP-Sales

THOMAS PRINTWORKS